

1. BACKGROUND/CONTEXT

Briefly describe the product/service/business strategy this research is part of.

2. RESEARCH OBJECTIVE

What is the primary goal of this research? What opportunities should it investigate or what problems should it help solve?

3. MAIN RESEARCH QUESTION

What is the central question? This needs to relate to the research objective.

4. SUB QUESTIONS

Which specific questions should be answered/which hypotheses should be tested to answer the main research question?

5. PARTICIPANTS

Who should participate in the research?

6. RECRUITMENT

How will recruitment be handled?

7. BUDGET & TIMING

Is there a set budget? Are there any existing deadlines to consider?

8. DELIVERABLES/FORMATS

How will the results be used? Should the results be delivered in a particular format?

9. OUT OF SCOPE

What is out of scope for this research project?